POLYTECHNIC, B.E/B.TECH, M.E/M.TECH, MBA, MCA & SCHOOL

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Reg. No. :

Question Paper Code : 10202

M.B.A. DEGREE EXAMINATIONS, APRIL/MAY 2023.

Second Semester

BA 4206 — BUSINESS ANALYTICS

(Regulations 2021)

Time : Three hours   Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What is Business Analytics.

2. What is Business Inelligence?

3. Differentiate Data and Information.

4. What is Data Governance?

5. What is Sampling Error?

6. State any two advantages of Pie charts.

7. What is Data mining?

8. What is Regression Analysis?

9. What is Cluster Analysis?

10. What is Decision Space?

PART B — (5 × 13 = 65 marks)

11. (a) Discuss the importance and scope of Business Analytics in detail.

Or

(b) Discuss the Evolution of Business Analytics in India.

12. (a) Discuss how one determines Data Quality.

Or

(b) Develop and explain Organizational structure for Business Analytics team.

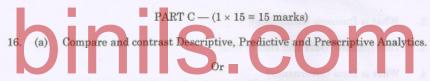13. (a) Enumerate on types and techniques of descriptive data analytics .

Or

(b) Enumerate on the application and importance of Data visualization.

14. (a) Enumerate on types Predictive Analytics used in Business Decision.

Or

(b) Identify and discuss the barriers in usage of Predictive Analytics.

15. (a) Enumerate on pros and cons of Prescriptive Analytics.

Or

(b) Discuss on Benefits of Prescriptive Modeling.

PART C — (1 × 15 = 15 marks)

16. (a) Compare and contrast Descriptive, Predictive and Prescriptive Analytics.

Or

(b) Discuss the needs and relevance of Business Analytics in present business scenario by citing examples.

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